

Maryland Arts and Entertainment Districts Impact Analysis FY 2012

Prepared for
Maryland State Arts Council

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1.0 Executive Summary

1.1 Overview

The Maryland State Arts Council (MSAC) sought a report detailing the economic and fiscal impacts of 19 Maryland Arts and Entertainment Districts (A&E districts) on Maryland's economy. As one of the first states to develop this designation, Maryland's A&E districts serve as a case study and leading example for other states. Other states have since created similar designations based on Maryland's example.

To achieve the project objective, the Regional Economic Studies Institute (RESI) of Towson University conducted an economic and fiscal impact analysis. To quantify the economic and fiscal impact of the A&E districts, RESI used the IMPLAN input/output model. For more information regarding IMPLAN and RESI's methodology (assumptions, exclusions, etc.), please refer to Appendix A. A glossary of terms can be found in Appendix B.

This analysis answers the following questions:

1. How many direct, indirect, and induced jobs have the districts created?
2. How much direct, indirect, and induced economic activity have the districts generated?
3. How much in tax revenues have the districts generated for the State of Maryland?

1.2 Summary of Findings

Below are RESI's key findings in regard to the economic and fiscal impacts of the A&E districts for FY 2012.¹

Economic Impacts

- The A&E districts' operations supported an estimated 4,188 direct, indirect, and induced jobs during the period. Approximately 920 of these jobs were generated by new businesses formed within A&E districts' boundaries during the period. The other 3,268 jobs were supported by visitor spending at events supported by the A&E districts during the period.
- Nearly \$379.0 million in total state GDP were supported by the A&E districts during the period. Approximately \$87.0 million were generated by new businesses formed within A&E districts' boundaries during the period. The other \$292.0 million were supported by visitor spending at events supported by the A&E districts during the period.
- More than \$128.1 million in total wages were supported by the A&E districts during the period. Approximately \$33.2 million were generated by new businesses formed within A&E districts' boundaries during the period. The other \$95.0 million were supported by visitor spending at events supported by the A&E districts during the period.

¹ While this analysis takes into account as many variables as possible, it is important to note that a number of assumptions and exclusions were made as a result of missing data and other factors.

Fiscal Impacts

- New businesses formed within A&E districts' boundaries during the study period generated nearly \$5.7 million in tax revenues.²
- Visitor spending at events supported by the A&E districts supported more than \$23.3 million in tax revenues.
- The total tax revenue impact of the A&E districts came to approximately \$29.0 million during the study period.

² Total tax revenues refer to property, income, sales, payroll, and other tax revenues supported on the state and local level.

2.0 Introduction

The Maryland State Arts Council (MSAC) sought a report detailing the economic and fiscal impacts of 19 Maryland Arts and Entertainment Districts (A&E districts) on Maryland's economy. As one of the first states to develop this designation, Maryland's A&E districts serve as a case study and leading example for other states.

To achieve the project objective, the Regional Economic Studies Institute (RESI) of Towson University estimated job creation, economic activity (also referred to as output or state GDP), and wages attributable to the A&E districts in 2012.³ These results were broken down by type of impact (direct, indirect, and induced). RESI also estimated the fiscal impacts associated with the program. Fiscal impacts were then compared against estimated tax revenue losses associated with the tax incentives available to and used by districts. The project team considered grants where applicable.

This analysis answers the following questions:

1. How many direct, indirect, and induced jobs have the districts created?
2. How much direct, indirect, and induced economic activity has the project generated?
3. How much in tax revenues have the districts generated for the State of Maryland?

To quantify the economic and fiscal impact of the project, RESI used the IMPLAN input/output model. For more information regarding IMPLAN, please refer to Appendix A.

3.0 Findings

3.1 Economic Impacts

According to RESI's analysis, the A&E districts have collectively supported approximately 4,188 jobs and have generated nearly \$379.0 million and \$128.2 million in output and wages, respectively, during FY 2012 based on provided data. To determine the economic impacts, RESI used A&E district application materials and annual reports provided by MSAC. For a list of the annual report data provided, please refer to Appendix A. A summary of the total economic impacts generated by both new businesses and supported by visitor spending at events supported by the A&E districts can be found in Figure 1.

³ For definitions of terms, please refer to Appendix B.

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Figure 1: Economic Impact Summary⁴

District	Designation Year	Employment	Output	Wages
Annapolis	2008	4.1	\$356,601	\$102,392
Bel Air	2010	427	\$39,436,126	\$13,524,074
Berlin	2005	137.6	\$11,683,038	\$3,917,341
Bethesda	2002	253.9	\$22,761,796	\$7,322,378
Cambridge	2003	253.7	\$21,625,304	\$6,927,808
Cumberland	2002	307.2	\$31,986,727	\$9,706,484
Denton	2005	50.8	\$4,337,827	\$1,417,521
Elkton	2006	108.6	\$12,931,094	\$3,589,465
Frederick	2003	766.1	\$67,917,035	\$22,390,587
Frostburg	2009	26.8	\$2,470,716	\$807,408
Gateway	2002	144.4	\$18,362,743	\$4,964,237
Hagerstown	2002	419.1	\$22,983,000	\$14,107,940
Havre de Grace	2008	75	\$6,750,887	\$2,213,536
Highlandtown	2003	109.9	\$10,386,130	\$3,498,453
Salisbury	2007	136.9	\$17,501,255	\$5,113,856
Silver Spring	2002	832.4	\$76,202,431	\$24,675,565
Snow Hill	2006	16.9	\$1,387,060	\$475,302
Station North	2002	72.6	\$6,302,064	\$2,136,223
Wheaton	2006	44.5	\$3,544,568	\$1,287,065
Total		4,188	\$378,926,403	\$128,177,633

Sources: IMPLAN, RESI

The direct, indirect, induced, and total economic impacts broken out by source (new businesses and event spending) can be found in Figures 2 through 4. For information regarding RESI's methodology, please refer to Appendix A.

⁴ Summed figures throughout the report may not add up exactly to totals due to rounding.

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Figure 2: Total Employment Impacts⁵

District	Direct	Indirect	Induced	Total
New Businesses				
Annapolis	1	1	-	2
Bel Air	22	5	10	36
Berlin	55	6	10	71
Bethesda	44	7	11	62
Cambridge	45	9	7	61
Cumberland	79	18	22	118
Denton	-	-	-	-
Elkton	13	17	8	37
Frederick	69	9	13	90
Frostburg	-8	-1	-1	-10
Gateway	76	29	23	127
Hagerstown	92	5	25	122
Havre de Grace	-2	-1	-0	-3
Highlandtown	43	7	10	60
Salisbury	5	18	11	34
Silver Spring	55	14	22	91
Snow Hill	2	-	-	2
Station North	6	1	1	8
Wheaton	8	1	2	10
Subtotal	603	143	174	920
Event Spending				
Annapolis	2	-	-	2
Bel Air	284	46	61	391
Berlin	48	8	11	66
Bethesda	140	23	29	192
Cambridge	140	22	30	193
Cumberland	136	23	30	189
Denton	37	6	7	51
Elkton	52	9	11	71
Frederick	490	80	107	676
Frostburg	27	4	6	37
Gateway	13	2	3	17
Hagerstown	215	35	46	297
Havre de Grace	56	9	12	78
Highlandtown	36	6	8	50
Salisbury	75	12	16	103
Silver Spring	540	87	114	741
Snow Hill	11	2	2	15
Station North	47	7	10	65
Wheaton	25	4	5	34
Subtotal	2,373	386	509	3,268
Total	2,976	529	682	4,188

Sources: IMPLAN, RESI

⁵ Direct employment figures associated with event spending throughout the report refer to the jobs supported by event attendees spending money outside the event but within the A&E district for the duration of the event. For more information regarding RESI's assumptions, please refer to Section A.2 in Appendix A.

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Figure 3: Total Output Impacts

District	Direct	Indirect	Induced	Total
New Businesses				
Annapolis	\$77,918	\$41,813	\$27,500	\$147,230
Bel Air	\$2,241,207	\$538,404	\$1,340,618	\$4,120,229
Berlin	\$3,384,441	\$1,006,440	\$1,303,279	\$5,694,160
Bethesda	\$3,679,564	\$857,586	\$1,373,758	\$5,910,908
Cambridge	\$2,620,167	\$980,546	\$953,665	\$4,554,378
Cumberland	\$9,475,872	\$2,613,747	\$2,873,728	\$14,963,347
Denton	-	-	-	-
Elkton	\$2,735,692	\$2,724,143	\$975,992	\$6,435,826
Frederick	\$4,340,203	\$1,359,863	\$1,697,620	\$7,397,686
Frostburg	-\$485,443	-\$141,978	-\$176,139	-\$803,560
Gateway	\$9,558,469	\$4,238,956	\$3,026,928	\$16,824,354
Hagerstown	-\$7,326,281	\$503,415	\$3,318,840	-\$3,504,026
Havre de Grace	-\$161,442	-\$69,629	-\$54,423	-\$285,494
Highlandtown	\$3,500,440	\$1,030,355	\$1,340,160	\$5,870,955
Salisbury	\$4,290,613	\$2,697,288	\$1,404,588	\$8,392,489
Silver Spring	\$5,122,493	\$1,920,554	\$2,926,530	\$9,969,576
Snow Hill	\$67,321	\$30,117	\$22,361	\$119,799
Station North	\$373,598	\$111,344	\$168,630	\$653,572
Wheaton	\$239,863	\$105,640	\$201,428	\$546,932
Subtotal	\$43,734,694	\$20,548,606	\$22,725,062	\$87,008,361
Event Spending				
Annapolis	\$122,002	\$39,360	\$48,009	\$209,371
Bel Air	\$20,651,652	\$6,676,975	\$7,987,270	\$35,315,897
Berlin	\$3,494,238	\$1,124,952	\$1,369,688	\$5,988,878
Bethesda	\$9,815,694	\$3,213,730	\$3,821,464	\$16,850,888
Cambridge	\$9,930,084	\$3,161,344	\$3,979,498	\$17,070,926
Cumberland	\$9,924,573	\$3,202,505	\$3,896,302	\$17,023,380
Denton	\$2,516,689	\$849,539	\$971,599	\$4,337,827
Elkton	\$3,793,653	\$1,217,086	\$1,484,529	\$6,495,268
Frederick	\$35,264,150	\$11,267,173	\$13,988,026	\$60,519,349
Frostburg	\$1,901,120	\$611,819	\$761,337	\$3,274,276
Gateway	\$895,600	\$287,493	\$355,296	\$1,538,389
Hagerstown	\$15,441,534	\$5,023,002	\$6,022,490	\$26,487,026
Havre de Grace	\$4,108,457	\$1,303,334	\$1,624,590	\$7,036,381
Highlandtown	\$2,635,419	\$845,395	\$1,034,361	\$4,515,175
Salisbury	\$5,303,977	\$1,694,901	\$2,109,888	\$9,108,766
Silver Spring	\$38,729,993	\$12,657,605	\$14,845,257	\$66,232,855
Snow Hill	\$737,233	\$244,963	\$285,065	\$1,267,261
Station North	\$3,282,891	\$1,043,060	\$1,322,541	\$5,648,492
Wheaton	\$1,748,120	\$579,673	\$669,843	\$2,997,636
Subtotal	\$170,297,079	\$55,043,909	\$66,577,053	\$291,918,041
Total	\$214,031,773	\$75,592,514	\$89,302,116	\$378,926,403

Sources: IMPLAN, RESI

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Figure 4: Total Wage Impacts

District	Direct	Indirect	Induced	Total
New Businesses				
Annapolis	\$11,981	\$13,766	\$8,369	\$34,117
Bel Air	\$1,461,644	\$209,515	\$407,913	\$2,079,071
Berlin	\$1,279,793	\$293,390	\$396,563	\$1,969,745
Bethesda	\$1,105,539	\$307,919	\$418,063	\$1,831,521
Cambridge	\$735,579	\$304,471	\$290,207	\$1,330,257
Cumberland	\$2,472,252	\$814,858	\$874,461	\$4,161,570
Denton	-	-	-	-
Elkton	\$353,575	\$828,198	\$296,976	\$1,478,749
Frederick	\$1,650,022	\$394,133	\$516,555	\$2,560,709
Frostburg	-\$165,178	-\$40,178	-\$53,597	-\$258,953
Gateway	\$2,330,130	\$1,208,407	\$921,064	\$4,459,601
Hagerstown	\$4,314,953	\$185,681	\$1,009,747	\$5,510,381
Havre de Grace	-\$51,116	-\$20,637	-\$16,559	-\$88,312
Highlandtown	\$1,310,559	\$312,032	\$407,784	\$2,030,375
Salisbury	\$913,618	\$780,963	\$427,391	\$2,121,973
Silver Spring	\$1,869,476	\$584,138	\$890,726	\$3,344,340
Snow Hill	\$46,297	\$8,573	\$6,798	\$61,667
Station North	\$178,252	\$37,748	\$51,308	\$267,308
Wheaton	\$222,620	\$35,690	\$61,287	\$319,598
Subtotal	\$20,039,995	\$6,258,666	\$6,915,055	\$33,213,716
Event Spending				
Annapolis	\$41,255	\$12,411	\$14,609	\$68,275
Bel Air	\$6,936,679	\$2,077,811	\$2,430,514	\$11,445,003
Berlin	\$1,178,084	\$352,714	\$416,797	\$1,947,595
Bethesda	\$3,329,520	\$998,475	\$1,162,862	\$5,490,857
Cambridge	\$3,395,773	\$990,800	\$1,210,978	\$5,597,551
Cumberland	\$3,352,648	\$1,006,619	\$1,185,647	\$5,544,914
Denton	\$857,828	\$264,043	\$295,651	\$1,417,521
Elkton	\$1,277,501	\$381,471	\$451,744	\$2,110,716
Frederick	\$12,036,326	\$3,536,970	\$4,256,581	\$19,829,877
Frostburg	\$642,504	\$192,178	\$231,679	\$1,066,361
Gateway	\$306,266	\$90,253	\$108,117	\$504,636
Hagerstown	\$5,195,932	\$1,568,986	\$1,832,641	\$8,597,559
Havre de Grace	\$1,399,658	\$407,824	\$494,366	\$2,301,848
Highlandtown	\$887,736	\$265,584	\$314,758	\$1,468,078
Salisbury	\$1,820,002	\$529,839	\$642,043	\$2,991,884
Silver Spring	\$12,904,034	\$3,909,817	\$4,517,374	\$21,331,225
Snow Hill	\$250,584	\$76,307	\$86,744	\$413,634
Station North	\$1,139,960	\$326,502	\$402,453	\$1,868,915
Wheaton	\$585,028	\$178,609	\$203,830	\$967,467
Subtotal	\$57,537,318	\$17,167,214	\$20,259,387	\$94,963,918
Total	\$77,577,312	\$23,425,879	\$27,174,442	\$128,177,633

Sources: IMPLAN, RESI

Previous studies have yielded results comparable to RESI's findings. For a summary of results from past impact analyses, please refer to Section 4.0.⁶

⁶ Data may not available for every report and every category of interest as impact analyses vary in terms of objective and methodology.

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3.2 Fiscal Impacts

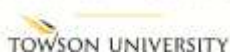
RESI also estimated the fiscal impacts associated with the A&E districts. The fiscal impacts of the A&E districts can be found in Figure 5. Input data were provided in application materials and annual reports provided by MSAC.

Figure 5: Total Fiscal Impacts

District	Tax Revenue Type					Total
	Property	Income	Sales	Payroll	Other	
New Businesses						
Annapolis	\$1,330	\$1,478	\$1,228	\$37	\$1,043	\$5,116
Bel Air	\$45,118	\$70,996	\$41,432	\$2,268	\$36,870	\$196,684
Berlin	\$156,548	\$69,289	\$145,795	\$2,148	\$76,727	\$450,507
Bethesda	-\$9,161	\$73,415	-\$9,422	\$1,997	-\$9,161	\$86,208
Cambridge	\$109,515	\$50,974	\$109,515	\$109,515	\$109,515	\$320,085
Cumberland	\$406,321	\$406,321	\$406,321	\$4,539	\$207,480	\$1,150,336
Denton	-	-	-	-	-	-
Elkton	\$77,879	\$50,297	\$77,879	\$1,613	\$45,501	\$247,638
Frederick	\$235,116	\$90,279	\$235,116	\$2,792	\$109,933	\$657,245
Frostburg	-\$23,129	-\$9,384	-\$23,129	-\$283	-\$11,155	-\$65,502
Gateway	\$283,156	\$158,269	\$283,156	\$4,863	\$157,955	\$867,572
Hagerstown	\$49,298	\$49,298	\$49,298	\$6,578	\$49,298	\$272,353
Havre de Grace	-\$10,743	-\$2,875	-\$10,743	-\$10,743	-\$4,653	-\$28,395
Highlandtown	\$158,526	\$158,526	\$147,626	\$2,215	\$79,433	\$459,002
Salisbury	\$93,785	\$90,838	\$93,785	\$2,917	\$58,130	\$332,446
Silver Spring	\$175,890	\$158,110	\$162,887	\$3,647	\$103,630	\$604,164
Snow Hill	\$8,279	\$1,118	\$7,740	\$67	\$3,263	\$20,467
Station North	\$8,172	\$8,172	\$8,172	\$291	\$5,982	\$30,930
Wheaton	\$32,478	\$10,736	\$30,289	\$349	\$12,952	\$86,804
Subtotal	\$1,798,378	\$1,435,857	\$1,756,945	\$134,810	\$1,032,743	\$5,693,660
Event Spending						
Annapolis	\$5,639	\$2,555	\$5,252	\$75	\$2,777	\$16,298
Bel Air	\$991,339	\$425,193	\$923,403	\$12,481	\$481,364	\$2,833,780
Berlin	\$165,448	\$72,927	\$154,088	\$2,124	\$80,863	\$475,450
Bethesda	\$467,998	\$203,398	\$435,896	\$5,988	\$228,057	\$1,341,337
Cambridge	\$477,794	\$212,107	\$444,969	\$6,105	\$233,385	\$1,374,360
Cumberland	\$464,015	\$207,389	\$432,120	\$6,047	\$227,706	\$1,337,277
Denton	\$118,229	\$51,640	\$110,116	\$1,546	\$57,806	\$339,337
Elkton	\$181,992	\$79,049	\$169,508	\$2,302	\$88,568	\$521,419
Frederick	\$1,703,090	\$744,952	\$1,586,211	\$21,625	\$829,206	\$4,885,084
Frostburg	\$87,866	\$40,587	\$81,812	\$1,163	\$43,462	\$254,890
Gateway	\$43,064	\$18,918	\$40,108	\$550	\$20,996	\$123,636
Hagerstown	\$717,736	\$320,595	\$668,403	\$9,377	\$352,502	\$2,068,613
Havre de Grace	\$203,041	\$86,550	\$189,133	\$2,510	\$98,124	\$579,358
Highlandtown	\$124,626	\$55,075	\$116,067	\$1,601	\$60,943	\$358,312
Salisbury	\$261,814	\$112,403	\$243,871	\$3,263	\$126,738	\$748,089
Silver Spring	\$1,831,441	\$790,438	\$1,705,876	\$23,263	\$892,146	\$5,243,164
Snow Hill	\$35,058	\$15,157	\$32,655	\$451	\$17,078	\$100,399
Station North	\$165,121	\$70,478	\$153,810	\$2,038	\$79,678	\$471,125
Wheaton	\$80,557	\$35,651	\$75,024	\$1,056	\$39,554	\$231,842
Subtotal	\$8,125,868	\$3,545,062	\$7,568,322	\$103,565	\$3,960,953	\$23,303,770
Total	\$9,924,246	\$4,980,919	\$9,325,267	\$238,375	\$4,993,696	\$28,997,430

Sources: IMPLAN, RESI

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Fiscal impacts—specifically, property tax revenues—would traditionally be compared against estimated tax revenue losses associated with the property tax incentives available to and used by A&E districts. Data from the A&E district annual reports did indicate that 15 properties submitted applications for the tax incentive, but neither the annual reports nor information from the State Department of Assessments and Taxation indicated that any of these applications were approved. As a result, RESI omitted this consideration for the analysis. For more information regarding RESI’s reasoning, please refer to Appendix A.

4.0 Literature Review

RESI analyzed findings from a number of similar studies conducted for comparable programs and/or designations. Across the nation, there has been increased interest in creating arts, culture, and entertainment districts. The cultural districts are typically designated or certified by state governments that use cultural resources to encourage economic development. Twelve states “have established 156 unique cultural districts across the country” as of 2012.⁷ The trend in creating cultural districts will likely continue within the next few years. The growth in number of states pursuing cultural districts as a policy initiative emphasizes the importance of arts based on the number of new state initiatives and economic development strategies among state art agencies.

The *Arts & Economic Prosperity IV* summary report argues that the American arts industry is a key component to the nation’s economic recovery. The 2010 economic impact of the nonprofit arts and culture industry was determined to have generated \$135.2 billion in total direct expenditures, supported 4.1 million full-time equivalent jobs, and to have generated \$86.7 billion in resident household income, \$12.7 billion in local and state government income, and \$9.6 billion in federal tax revenue.⁸ Considering the resilience of the art industry during an economic downturn, it has shown that it is poised for further growth as the economy begins to improve.⁹

While the National Assembly of State Arts Agencies identifies more than 100 districts as of last year, many districts have not yet estimated their economic impacts on their region. Maryland’s A&E district designation program was one of the first in the nation, second only to Rhode Island.¹⁰ In many cases, the districts in other states are so new that it would be very challenging to estimate the impacts they will have on the surrounding economy. For example, some states established cultural districts as recently as 2011—Arkansas, Colorado, and Kentucky.¹¹

Despite the general lack of data due to the newness of A&E district designation, RESI compiled preliminary research regarding the economic impacts of arts and entertainment organizations and

⁷ National Assembly of State Arts Agencies, “State Policy Briefs: Tools for Arts Decision Making,” April 2, 2012, 1.

⁸ Americans for the Arts, “Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences Summary Report,” May 14, 2012, 3.

⁹ Ibid.

¹⁰ National Assembly of State Arts Agencies, “State Policy Briefs,” 13.

¹¹ Ibid.

other entities similar to A&E districts for comparison purposes.¹² A summary of these impacts can be found in Figure 6.

Figure 6: Summary of Similar Studies¹³

Location	Employment	Economic Activity	Wages
Austin, TX	44,000	N/A	N/A
Bridgeport, CT	835	N/A	N/A
Providence, RI	2,759	\$111,810,000	\$55,560,000
Richmond, VA	N/A	\$300,000,000	N/A
Tucson, AZ	12,000	N/A	N/A
St. Louis, MO	3,328	\$81,200,000	\$76,300,000
Bloomington, IN	3,430	\$72,300,000	\$63,600,000

Sources: Various

According to ArtistLink, a website that details information regarding affordable artist space and related information, Rhode Island has provided tax incentives to artists in eight communities including Providence and Newport (among others) since 1998.¹⁴ These tax incentives are aimed at encouraging and establishing artists in residence. While these tax-free arts districts are not labeled as A&E districts, the planning and incentives involved closely mimic the A&E designation program in Maryland. Using input/output equations and customized regional data, a report conducted by Americans for the Arts in 2007 found that the nonprofit arts and culture industry created a significant impact for Providence, as shown in Figure 6.

The Bridgeport Connecticut Cultural Plan was approved in December 2007.¹⁵ The Plan cites a report prepared by Urbanomics that stated that the arts and entertainment industry in the area supported 835 jobs as of 2003 and has since remained relatively constant.¹⁶ It is possible that the designation assists in the continued existence of these jobs, but this is a difficult connection to make given the data available. However, this information is, at least, a frame of reference in terms of scope and size of other regional arts districts.

According to a 2010 report detailing the development of a culture and entertainment plan for Rockville, Maryland, a number of case studies have already analyzed employment figures associated with arts and entertainment. In some cases, these examples may not coincide with district designation programs that are directly comparable to the program in Maryland, but the associated impacts are important to consider regardless. Tucson, Arizona has had an arts district

¹² Sources presented in the literature review mainly reported employment and other impact figures. RESI generally reports employment, state GDP, and wage impact figures. For more information regarding IMPLAN and its output, please refer to Appendix A.

¹³ Total economic impacts are included where available. Otherwise, direct economic impacts are represented. Some figures are rounded. In some cases, included figures may be associated with the surrounding county or the entire arts and culture industry. Such instances are noted in the body of the literature review.

¹⁴ Artist Link, "Rhode Island: Providence, Pawtucket & More," August 4, 2011.

¹⁵ Bridgeport Cultural Assessment Steering Committee, "Bridgeport Connecticut Cultural Plan," December 11, 2007, 1.

¹⁶ Ibid, 13.

since November 2007, and the county's creative sector employs nearly 12,000 individuals.¹⁷ Another case study from the report—Austin, Texas—established a cultural master plan as of April 2008; the city's creative industry supports “almost 44,000 permanent jobs.”¹⁸ The report also examined Richmond, Virginia, where arts and culture generate an estimated annual economic impact of \$300 million or more.¹⁹

According to a *Arts & Economic Prosperity IV* report for the Grand Center Arts District in St. Louis, the district generated \$81.2 million in total economic activity, which in turn supported 3,328 full-time equivalent jobs, generates \$76.3 million in household income to local residents, and delivers \$7.6 million in local and state government revenue.²⁰ This demonstrates that the arts district has a huge impact on the Greater St. Louis Area's economic well-being. In a similar *Arts and Economic Prosperity IV* report for the city of Bloomington, Indiana, the total reported economic impact of the nonprofit arts and culture industry in the city reached \$72.3 million in economic activity for the fiscal year 2010.²¹ The industry “supports 3,430 full-time equivalent jobs and generates \$6.3 million in local and state government revenue.”²²

The widespread popularity and success of A&E or cultural district designation is apparent when considering the number of districts that have been designated in recent years. In addition, a number of cities have plans to designate districts in the future or are currently developing districts. Another promising factor for the future of A&E districts is the growing number of cities creating artist space within city limits. According to ArtistLink, many cities are working toward maintaining a space specifically for the use of artists and creative businesses.²³ Santa Monica developed a plan to create more affordable artist space in 2007, Creative Capital; Kansas City began its Urban Culture project in 2003 in order to provide affordable housing, studio space, and exhibition spaces to artists; and Paducah, Kentucky, is offering financial incentives to artists nationwide to encourage relocation to the Lower Town neighborhood.^{24 25 26}

At present, initial figures reported regarding impacts associated with arts, culture, and entertainment industries and designated districts may not be as specific and in-depth as needed to compare directly to RESI's analysis. In most cases, impacts apply to arts organizations or the overall arts industry in a region. While there are limitations associated with comparing this research with RESI's findings, it can serve as a starting point for consideration. As more and more A&E districts and similar designations are created, more research and analysis will be

¹⁷ Minor, Hollis. “City of Rockville Culture and Entertainment Plan,” The Minor Group, August 31, 2011, 33.

¹⁸ Ibid, 42.

¹⁹ Ibid, 22.

²⁰ Americans for the Arts, “Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the Grand Center Arts District (ST. Louis, MO),” September 19, 2012, 4.

²¹ Americans for the Arts, “Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in the City of Bloomington, IN,” June 20, 2012, 4.

²² Ibid, 11.

²³ Artist Link, “What Cities Are Doing for Artist Space.”

²⁴ Artist Link, “Santa Monica.”

²⁵ Artist Link, “Kansas City.”

²⁶ Artist Link, “Paducah.”

completed in regard to the specific economic impacts associated with such designations and/or programs.

5.0 Conclusion

It has been proven that the existence of cultural districts has a positive impact on the local economy. In the case of Maryland's A&E districts, operations supported an estimated total of 4,188 jobs during FY 2012. Approximately 920 of these jobs were generated by new businesses; the remaining 3,268 jobs were supported by visitor spending at events. In addition, nearly \$379.0 million in total state GDP were supported by the A&E districts during the period—\$87.0 million by new businesses and \$292.0 million by visitor spending. Moreover, total wages of more than \$128.1 million were supported by the A&E districts during the period. Approximately \$33.2 million in wages were generated by new businesses and \$95.0 million were supported by visitor spending at events.

New businesses formed within the A&E districts' boundaries during the study period generated nearly \$5.7 million in state and local tax revenues.²⁷ Visitor spending at events supported by the A&E districts supported more than \$23.3 million in state and local tax revenues. The total tax revenue impact of the A&E districts came to approximately \$29.0 million during the study period. As a result of approved property tax incentive applications, the total net property tax revenue for the average A&E district property would be less than the estimated generated property taxes provided when exemptions are taken into consideration.

²⁷ Total tax revenues refer to property, income, sales, payroll, and other tax revenues supported on the state and local level.

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Appendix A—Methodology

A.1 IMPLAN Model Overview

To quantify the economic and fiscal impacts of the A&E districts on Maryland, RESI utilized the IMPLAN input/output model. This model enumerates the employment and fiscal impact of each dollar earned and spent by the following: employees of the district, other supporting vendors (business services, retail, etc.), each dollar spent by these vendors on other firms and each dollar spent by the households of the event's employees, other vendors' employees, and other businesses' employees.

Economists measure three types of economic impacts: direct, indirect, and induced impacts. The direct economic effects are generated as the event creates jobs and hires workers to support the event's activities. The indirect economic impacts occur as the vendors purchase goods and services from other firms. In either case the increases in employment generate an increase in household income, as new job opportunities are created and income levels rise. This drives the induced economic impacts that result from households increasing their purchases at local businesses.

Consider the following example. A new firm opens in a region and directly employs 100 workers. The firm purchases supplies, both from outside the region as well as from local suppliers, which leads to increased business for local firms, thereby hypothetically creating jobs for another 100 workers. This is called the indirect effect. The workers at the firm and at suppliers spend their income mostly in the local area, hypothetically creating jobs for another 50 workers. This is the induced effect. The direct, indirect and induced effects add up to 250 jobs created from the original 100 jobs. Thus, in terms of employment, the total economic impact of the firm in our example is 250.²⁸

A.2 Input Assumptions

The project team extracted all useable data from A&E district application materials, annual reports, and relevant county tax ordinances. In addition, RESI made assumptions regarding A&E district operations where actual data were not available.

Economic impacts were determined based on two main factors: (1) estimated new direct employment occurring after A&E district designation as the attraction of new firms could primarily be attributed to the designation and (2) estimated spending at events for which attendance was provided. For the most part, this information was provided by the A&E districts. However, in some cases the data was not provided in the annual reports. RESI researched figures for square footage per employee and spending for different event types from past studies to determine these inputs.

Proxy estimators in regard to size of businesses and commercial real estate based on application data were used in some cases for an average estimate in cases of missing building data. Historical buildings at times may be exempt from zoning restrictions in regard to size or "grandfathered" into clauses in current zoning legislation. The project team used average square

²⁸ Total economic impact is defined as the sum of direct, indirect, and induced effects.

footage as some businesses have a larger space than those that have originated in the last 20 to 30 years. The project team then used these square footage estimates and applied them to research regarding average square footage per employee to determine estimated direct employment where the data was not provided. Square footage, when reported by A&E districts, refers to the enclosed square footage of the buildings in the A&E districts. In cases where square footage was not reported, gross square footage was calculated from property records. Using FAR (Floor Area Ratio) estimates based on the population of an area, the project team calculated the maximum enclosed square footage possible. Enclosed square footage for districts missing this data was defined as gross square footage multiplied by FAR estimates.²⁹

To determine event spending inputs, RESI researched comparable events and the associated visitor spending figures and attendance to determine percentage spending levels for hotels, transportation, food and beverage, retail, entertainment, and other. Where districts did not provide attendance levels for events, attendance was estimated. In these cases, event attendance was estimated based off of average attendance for similar events. A summary of the findings from RESI's literature review can be found in Figure 7.

²⁹ Nelson, Arthur C. *Planner's Estimating Guide: Projecting Land-use and Facility Needs*. Chicago: American Planning Association, 2004. Print.

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Figure 7: Event Spending Data Summary³⁰

Events	Hotels	Transportation	Food and Beverage	Retail	Entertainment	Other	Total Spending	Total Attendance
Community								
2011 Family Gras Weekend in Jefferson Parish (LA)	\$892,516	\$91,708	\$2,741,058	\$656,871	\$2,191,123	N/A	\$6,573,276	85,000
2010 Robbers Cave Fall Festival (OK)	\$152,600	\$536,300	\$505,400	\$1,083,600	\$123,200	\$35,000	\$2,436,100	70,000
2010 Market Street Festival in Ocean Springs (MD)	\$2,182,532	\$6,003,997	\$2,388,666	\$1,899,124	\$2,309,157	N/A	\$14,783,475	34,000
2000 Portland Rose Festival (OR)	\$5,100,000	\$10,900,000	\$10,600,000	\$7,600,000	\$6,200,000	N/A	\$40,400,000	1,923,964
Average	\$19.88	\$55.39	\$24.35	\$17.57	\$24.67	\$0.50		
Culture								
2011 Bayou Boogaloo Festival (LA)	\$150,413	\$47,070	\$285,080	\$62,808	\$197,934	N/A	\$743,305	27,000
2010 Nanticoke Pow Wow (DE)	\$57,800	\$53,800	\$290,600	\$76,400	N/A	\$52,800	\$531,400	20,000
2009 Mardi Gras (LA)	\$19,228,956	\$17,865,709	\$78,279,071	\$12,699,721	N/A	\$17,650,459	\$145,723,918	700,000
2009 Albuquerque Balloon Fiesta (NM)	\$36,679,120	\$23,272,837	\$21,731,943	\$11,745,796	10638712	\$2,082,327	\$106,150,735	761,864
Average	\$21.02	\$41.87	\$13.20	\$11.34	\$10.65	\$10.20		
Film								
2011 Sundance Film Festival (UT)	\$25,825,453	\$3,815,513	\$16,478,005	\$6,706,547	N/A	\$5,766,604	\$58,592,121	45,797
2009 Durango Film Fest (CO)	\$7,921	\$3,993	\$19,064	\$5,545	N/A	\$1,792	\$38,315	425
2009 Big Sky Documentary Film Festival (MT)	\$2,167,340	\$11,582,802	\$464,156	\$216,734	\$186,046	\$310,716	\$14,927,794	9,590
2007 Eugene International Film Festival (IA)	\$190,368	\$11,340	\$80,220	\$61,320	\$57,540	\$22,680	\$423,468	32,457
Average	\$203.60	\$403.73	\$52.44	\$28.91	\$10.59	\$40.81		
Fine Art								
2010 Columbus Arts Festival (OH)	\$1,564,500	\$675,500	\$4,564,000	\$2,569,000	N/A	\$612,500	\$9,985,500	350,000
2010 Market Street Festival (MS)	\$3,744,387	\$2,735,131	\$9,224,279	\$1,270,196	N/A	\$3,610,420	\$14,783,475	104,000
2009 Artscape (MD)	\$275,699	\$1,300,406	\$2,370,143	\$1,738,376	\$1,334,380	N/A	\$7,019,004	350,000
2006 Fort Worth Arts Festival (TX)	\$665,047	\$2,181,367	\$901,356	\$139,391	\$45,995	\$109,991	\$4,043,147	198,811
Average	\$11.15	\$12.66	\$25.43	\$7.21	\$2.02	\$12.34		
Food								
2011 BOPA Farmers Market (MD)	N/A	\$34,747	\$4,409	N/A	N/A	\$1,390	\$40,546	663
2007 Fiesta Oyster Bake (TX)	\$519,181	\$541,622	\$2,245,156	\$163,114	\$8,642	\$171,938	\$3,649,653	52,189
2005 Food Festivals (IA)	\$589,514	\$227,027	\$579,703	\$270,402	N/A	N/A	\$1,666,645	22,806
2003 Lodi Grape Festival & Harvest	\$1,928,321	\$164,428	N/A	\$1,305,689	\$3,204,549	\$1,328,723	\$7,931,710	173,850

³⁰ "Average" refers to the average weighted spending per capita for each spending category.

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Events	Hotels	Transportation	Food and Beverage	Retail	Entertainment	Other	Total Spending	Total Attendance
Fair (CA)								
Average	\$15.63	\$40.28	\$7.29	\$7.09	\$9.30	\$4.34		
Holiday								
2010 Sea Witch Festival (DE)	\$289,000	\$269,000	\$1,453,000	\$382,000	N/A	\$264,000	\$2,657,000	100,000
2010 White House Easter Egg Role (DC)	\$268,500	\$98,100	\$417,900	\$99,900	N/A	\$80,400	\$964,800	30,000
2009 Riverfest (AR)	\$30,026,653	\$43,249,399	\$17,896,496	\$13,284,169	\$13,142,710	\$6,784,475	\$124,383,902	186,131
2007 Light in Winter Festival (NY)	\$26,055	\$12,711	\$18,564	\$38,319	\$6,384	N/A	\$102,033	3,000
Average	\$45.46	\$66.75	\$29.02	\$20.39	\$1.06	\$13.92		
Performing Arts								
2011 Electric Daisy Festival Las Vegas (NV)	\$1,000,232	\$865,634	\$371,754	\$542,726	\$477,949	\$400,075	\$3,658,466	12,000
2008 American Folk Festival in Bangor (ME)	\$914,287	\$772,117	\$1,197,527	\$829,413	\$338,447	N/A	\$4,051,791	95,626
2005 Bonnaroo Music Festival in Coffee County (TN)	\$408,116	\$6,664,260	\$8,828,297	\$2,328,709	\$1,282,803	\$1,933,245	\$21,445,430	76,851
2005 Spoleto Festival (SC)	\$4,134,390	\$528,450	\$5,494,710	\$2,963,220	\$240,630	N/A	\$13,361,400	39,000
Average	\$51.06	\$85.11	\$36.48	\$38.39	\$16.56	\$29.25		
Other								
2012 Baltimore Running Festival (MD)	\$3,616,347	\$3,078,208	\$2,241,354	\$2,261,674	\$1,943,934	\$4,663,110	\$17,804,627	59,247
2010 Philadelphia International Flower Show (PA)	\$2,929,687	\$1,401,099	\$6,374,807	N/A	N/A	\$8,092,861	\$18,798,454	231,924
2009 The Great New England Air Show (MA)	\$1,121,936	\$2,239,297	\$3,481,114	\$1,714,018	\$192,175	\$219,628	\$8,968,168	345,000
2000 Skagit Valley Tulip Festival (WA)	\$1,400,000	\$2,400,000	\$4,800,000	\$5,400,000	N/A	N/A	\$14,000,000	350,000
Average	\$20.23	\$25.81	\$19.41	\$14.39	\$16.68	\$38.08		

Sources: Various

Fiscal impacts were determined primarily based on district responses provided in the annual reports. The project team cross-referenced responses to questions regarding property tax credits in the annual reports with information available from the online property database from the State Department of Assessment and Taxation (SDAT). None of the properties that were reported as applying for a property tax credit on the annual reports from FY 2012 received the A&E tax credit per the project team's research within SDAT's database. RESI did not assume that all such applications were approved as this would likely overstate the impacts of property tax credits in the A&E districts, therefore understating the fiscal impacts.

A.3 Modeling Assumptions

RESI analyzed IMPLAN industry sectors based on application materials and annual reports provided by MSAC. The specific IMPLAN industry sectors used for the A&E districts can be found in Figure 8.

Assumptions regarding the applicable industry codes were made in cases where districts did not provide specific property use data. All A&E districts were analyzed using an IMPLAN model built from state-level data for Maryland. For the most accurate and in-depth analysis of separate A&E districts, county-level data would be required.

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Figure 8: IMPLAN Industry Sectors

Input Category	IMPLAN Code	Description
Commercial Employment		
	320	Retail stores – Motor vehicle and parts
	321	Retail stores – Furniture and home furnishings
	322	Retail stores – Electronics and appliances
	323	Retail stores – Building material and garden supplies
	324	Retail stores – Food and beverage
	325	Retail stores – Health and personal care
	326	Retail stores – Gasoline stations
	327	Retail stores – Clothing and clothing accessories
	328	Retail stores – Sporting goods, hobby, book, and music stores
	330	Retail stores – Miscellaneous
	341	Newspaper publishers
	346	Motion picture and video industries
	347	Sound recording industries
	348	Radio and television broadcasting
	358	Insurance agencies, brokerages, and related services
	359	Funds, trusts, and other financial vehicles
	360	Real estate
	366	Lessors of nonfinancial intangible assets
	367	Legal services
	368	Accounting, tax preparation, bookkeeping, and payroll services
	369	Architectural, engineering, and related services
	370	Specialized design services
	374	Management, scientific, and technical consulting services
	375	Environmental and other technical consulting services
	376	Scientific research and development services
	378	Photographic services
	379	Veterinary services
	380	All other miscellaneous professional, scientific, and technical services
	382	Employment services
	383	Travel arrangement and reservation services
	392	Junior colleges, colleges, universities, and professional schools
	393	Other educational services
	398	Nursing and residential care facilities
	399	Child day care services
	402	Performing arts companies
	404	Promoters of performing arts and sports and agents for public figures
	405	Independent artists, writers, and performers
	406	Museums, historical sites, zoos and parks
	407	Fitness and recreational sports centers
	410	Other amusement and recreation industries
	411	Hotels and motels, including casino hotels
	412	Other accommodations
	413	Restaurants
	418	Personal and household good repair and maintenance
	423	Religious organizations
	427	Postal service
	430	State and local government passenger transit
Event Spending		
Retail	324	Retail stores – Food and beverage
	325	Retail stores – Health and personal care

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Input Category	IMPLAN Code	Description
Transportation	326	Retail stores – Gasoline stations
	327	Retail stores – Clothing and clothing accessories
	328	Retail stores – Sporting goods, hobby, book, and music stores
	330	Retail stores – Miscellaneous
	332	Transport by air
	333	Transport by rail
	336	Transit and ground passenger transportation
	338	Scenic and sightseeing transportation and supporting activities
Entertainment	402	Performing arts companies
	403	Spectator sports companies
	404	Promoters of performing arts and sports and agents
	405	Independent artists, writers, and performers
	406	Museums, historical sites, zoos, and parks
	407	Fitness and recreational sports centers
	408	Bowling centers
	410	Other amusement and recreation industries
Hotels	411	Hotels and motels, including casino hotels
Food	413	Food services and drinking places
Other	414	Automotive repair and maintenance, except car washes
	415	Car washes
	418	Personal and household goods repair and maintenance
	419	Personal care services
	421	Dry-cleaning and laundry services
	422	Other personal services

Source: IMPLAN

A.4 Exclusions

The project team estimated economic impacts primarily using new commercial employment and all event spending. Existing businesses were not included in the analysis due to the difficulty in determining if these businesses had been formed as a direct result of the A&E district designation or if these businesses had been formed as a result of some other factor(s). If the analysis included the impacts of businesses falling under the latter case, the findings would likely be overstated.

Due to the difficulty in determining if A&E district enterprises had been formed as a direct result of the A&E district designation or if these businesses had been formed as a result of some other factor(s), attendance data for A&E district enterprises was excluded. To avoid overstating the impact of property tax exemptions, and therefore understating the fiscal impacts of the A&E districts, RESI excluded property tax exemptions, as no applications were shown to be approved when cross referenced with SDAT's database.

Other A&E district operations that would contribute to positive economic impact were excluded in the analysis due to data gaps. Such factors include the new art sales for artists and galleries, ticket/entry expenditures for arts enterprises, rental income from artists' space, and awarded grants. These were not included in the analysis for a variety of reasons including but not limited to lack of data.

Due to the limitations in this study, RESI recommends that MSAC consider the following for the next designation period:

- Require uniform building inventories, including address, zoning type, square footage, land area, last sale date, last sale value, assessment value, age of building, and other pertinent elements.
- Require detailed building data for new businesses in annual reports.
- Require detailed employment data for new and closing businesses in annual report.
- Require detailed enterprise and event data, including name, address, attendance, and ticket sales (where applicable), in annual reports.

A.5 Limitations of the Data Provided

A&E districts are expected to complete annual reports to provide information regarding goals, accomplishments, new establishments, events and promotions, attendance figures, and awards and grants for the fiscal year. These reports were provided by MSAC and cover FY 2012. All A&E districts submitted reports for this period.

While each A&E district received identically formatted questions, not all reports were completed in the same way. For instance, all of the A&E districts did not provide a response for every question. In most cases, these differences did not require RESI to make additional assumptions. However, Gateway provided one table of all available data regarding events, festivals, and types of enterprises. Gateway's respective dates and attendance were reported in separate sections. Therefore, RESI made the following assumptions:

- Enterprises were classified using data from the FY 2008 and FY 2009 annual reports. For any instance where the data given in the FY 2012 report matched an enterprise from a previous year, RESI assumed that this instance remained as such.
- The new events and festivals listed in the annual report from FY 2012 were used to classify occurrences of an event or a festival.

The use of an updated, standardized survey tool would help in improving uniformity of responses across A&E districts, allowing for increased analytical precision.

Appendix B—Glossary

A glossary of economic and fiscal impact terminology frequently used throughout this report can be found in Figure 9.

Figure 9: Glossary of Terms

Term	Definition
Economic Impact	This term refers to the changes in the economy resulting from an event. RESI typically reports employment, output, and wage impacts.
Employment	This term refers to the number of new full-time equivalent (FTE) jobs created as a result of the event which has been modeled in IMPLAN.
Fiscal Impact	This term refers to the change in tax revenues resulting from an event. RESI typically reports state and local tax revenues, which are combined in IMPLAN.
IMPLAN	This term refers to the input/output modeling software used to model changes in the economy in a particular region. The user builds a model based on prepackaged economic data from IMPLAN (typically at the state or county level), then enters input figures—an industry change of employment or sales, a household change of income, and/or several other input types—for the industry sectors expected to be impacted as a “scenario.” IMPLAN runs the scenario created in the model and produces the economic and fiscal outputs.
New Businesses	This term refers to all of the businesses which were newly created within an A&E district during the study period according to data provided in the A&E district annual reports. These businesses may include both for-profit and nonprofit entities. The number of for-profit and nonprofit businesses cannot be precisely determined from the data provided.
Output	This term refers to the economic activity created as a result of the event which has been modeled in IMPLAN. It is synonymous with “state GDP.” In other words, it is the market value of all goods and services produced by the economy of the region being modeled.
State GDP	This term refers to the change in market value of all goods and services produced by the economy of the region which has been modeled in IMPLAN. It is synonymous with “output.”
Wage Impact	This term refers to the change in employee compensation (including all salaries and wages) associated with the job and output creation resulting from the event which has been modeled in IMPLAN.

Source: RESI

Appendix C— MSAC Annual Report



**Arts & Entertainment Districts
Annual Report**
Fiscal Year (FY) 2012
DEADLINE: DECEMBER 20, 2012

FOR THE PERIOD: JULY 1, 2011 - JUNE 30, 2012
PLEASE COMPLETE THE FOLLOWING:

District Name:	
County:	Year Authorized: (YYYY)
Re-Certification Date if completed: (MM/DD/YY)	Expansion (If Granted): (MM/DD/YYYY)
Re-Certification Due: (MM/DD/YY)	Total Acreage:
Managing Entity:	
Tax Exempt Number:	
Website:	
A&E DISTRICT CONTACT PERSON	BOARD CHAIR/MANAGEMENT TEAM CHAIR
Name:	Name:
Title:	Title:
Address:	Address:
City:	City:
State: – MD	State: MD
Zip Code:	Zip Code:
Phone:	Phone:
Mobile:	Mobile:
Email:	Email:
Fax:	Fax:

List District Stakeholders/Partners (i.e., County Arts Council, Local Tourism Council, Community Development Corporation, Downtown Partnership) and Contact Name for each.

Stakeholder/Partner

Contact Name

For each of the following SECTIONS, you may use as much space as required. Please answer all questions.

SECTION I: DISTRICT ACCOMPLISHMENTS DURING FY 2012

In SECTION I, please identify only the new initiatives, events, festivals, projects, or enterprises during FY12.

Accomplishments may include, but are not limited to, new initiatives undertaken by district management (programming or administrative), new events, new festivals, new public art projects, new capital projects, new retailers, new businesses, new restaurants, and /or organizations newly located in the district.

Please use the narrative portion of this section to describe your district's accomplishments in relationship to your FY12 Management Team's Goals or Work Plan. It is recommended that you have a copy of your district's FY12 Goals or Work Plan for available. You will be asked to identify each FY12 accomplishment separately following the narrative.

Narrative:

- A.** New initiatives were undertaken by district management during FY 2012.

☐Yes ☐No

If yes, list the name of each separately:

- B.** New events occurred in the district during FY 2012. ☐Yes ☐No

If yes, list the name of each separately:

(New events that are presented by organizations or enterprises other than the management of the A&E district should also be included but it must be a new public event. For example, ABC Arts Organization presents a new Halloween Lantern Parade that takes place in the district.)

- C.** New festivals occurred in the district during FY 2012. ☐Yes ☐No

If yes, list the name of each separately:

(New festivals that are presented by organizations or enterprises other than the management of the A&E district should also be included but it must be a new public festival. For example, ABC Community Organization presents a new holiday festival of trees that takes place in the district.)

- D.** New public art projects were initiated or completed in the district in FY 2012. ☐Yes ☐No

If yes, list the name/location of each separately and indicate if the project is complete:

(New public art projects that are produced by organizations or enterprises other than the management of the A&E district should also be included.)

- E.** New capital projects were initiated or completed in the district during FY 2012. ☐Yes
☐No

If yes, list the name/address of each separately and indicate if the project is complete:
(New capital projects that are undertaken by organizations or enterprises other than the management of the A&E district should also be included.)

- F.** New retailers opened in the district during FY 2012. ☐Yes ☐No

If yes, list the name of each separately and, if possible, indicate the number of full/part time jobs gained:

- G.** New businesses opened in the district during FY 2012. ☐Yes ☐No

If yes, list the name of each separately and, if possible, indicate the number of full/part time jobs gained:

- H.** New restaurants opened in the district during FY 2012. ☐Yes ☐No

If yes, list the name of each separately and, if possible, indicate the number of full/part time jobs gained:

- I.** Organizations newly located in the district during FY 2012. ☐Yes ☐No

If yes, list the name of each separately and, if possible, indicate the number of full/part time jobs gained:

SECTION II: CLOSINGS

In SECTION II, identify only the enterprises that closed during FY12.

- A.** Retailers closed in the district during FY 2012. ☐Yes ☐No

If yes, list the name of each separately and, if possible, indicate the number of full/part time jobs lost:

- B.** Businesses closed in the district during FY 2012. ☐Yes ☐No

If yes, list the name of each separately and, if possible, indicate the number of full/part time jobs lost:

- C.** Restaurants closed in the district during FY 2012. ☐Yes ☐No

If yes, list the name of each separately and, if possible, indicate the number of full/part time jobs lost:

- D.** Organizations closed or located outside the district during FY 2012. ☐Yes ☐No

If yes, list the name of each separately and, if possible, indicate the number of full/part time jobs lost:

SECTION III: DISTRICT EVENTS AND FESTIVALS – LIST ALL - Indicate N/A if not applicable.

**A. Names of Events
Attendance**

Date/s

Estimated

(Events that are presented by organizations or enterprises other than the management of the A&E district should also be included but it must be a public event. For example, ABC Arts Organization holds a Halloween Lantern Parade that takes place in the district.)

**B. Names of Festivals
Attendance**

Date/s

Estimated

(Festivals that are presented by organizations or enterprises other than the management of the A&E district should also be included but it must be a public festival. For example, ABC Community Organization holds a holiday festival of trees that takes place in the district.)

SECTION IV:

A. DISTRICT ARTS AND ENTERTAINMENT ENTERPRISES – List All- Indicate N/A if not applicable.

Type	Name	*Estimated Annual Attendance
-------------	-------------	-------------------------------------

Galleries/Coops:

Performance Venues:

Museums:

*Arts Education:

*Arts Organizations:

Public Art:

Suppliers/Service:

*Other:

*For those organizations that perform, exhibit, or provide services outside of the district, only include attendance which occurs within the district.

B. ARTIST HOUSING

Name	Number of Units	Developer
-------------	------------------------	------------------

SECTION V: DISTRICT BENEFIT INFORMATION

A. Does the district maintain an artist registry? ☐Yes ☐No

If yes, provide the total number of registered artists:

If yes, provide the number of new artists registered in FY 2012:

If yes, estimate the number of artists in the district that are not registered:

If no, estimate the number of artists in the district:

B. Does the district have an artist relocation program? ☐Yes ☐No

If yes, provide the number of artists relocating to the district during FY 2012 as a result of the district's artist relocation program:

C. Were any businesses in the district eligible for an abatement of the Admission and Amusement Tax? ☐Yes ☐No ☐Don't Know

If yes, list each:

D. Were any property tax credits were applied for? ☐Yes ☐No ☐Don't Know

If yes, list each developer:

E. Occupancy Rate

Estimate District Occupancy Rate FY11:

Storefront/Commercial	_____	%	<input type="checkbox"/> N/A
Residential (live/work)	_____	%	<input type="checkbox"/> N/A
Industrial/Manufacturing	_____	%	<input type="checkbox"/> N/A
Mixed Use*	_____	%	<input type="checkbox"/> N/A

Estimate District Occupancy Rate FY12:

Storefront/Commercial	_____	%	<input type="checkbox"/> N/A
Residential (live/work)	_____	%	<input type="checkbox"/> N/A
Industrial/Manufacturing	_____	%	<input type="checkbox"/> N/A
Mixed Use*	_____	%	<input type="checkbox"/> N/A

**A combination of residential, commercial, industrial, office, institutional, or other land uses on the same site.*

F. Other than the state tax incentives, are there additional incentives provided by city/county? ☐Yes ☐No

If yes, list additional incentives:

G. Does the district maintain a website? ☐Yes ☐No

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If yes, please indicate features:

- ☐ On-line events calendar
- ☐ Artist registry
- ☐ Map
- ☐ Press room
- ☐ Artist income tax information
- ☐ Developer property tax information/application
- ☐ Other – specify:

SECTION VI: PUBLIC FUNDING

A. Was a Maryland State Arts Council grant awarded to the A&E District during FY12?

☐ Yes ☐ No

If yes, please list each grant program and grant amount separately:

B. Indicate any other state funding awards/grants to the A&E District during FY12:

ENTITY	APPLICATION SUBMITTED	AWARD/GRANT AMOUNT
Maryland Main Street Heritage Areas Authority/Planning	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____
Department of Transportation	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____
Department of Planning	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____
Capital Bond	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____
Other – Specify:	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____
Other – Specify:	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____

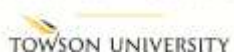
C. Indicate any local awards/grants to the A&E District in FY12:

ENTITY	AWARD/GRANT AMOUNT
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

D. Does your district receive operating support? ☐ Yes ☐ No

If yes, indicate who provides the operating support and how much.

**Regional Economic
Studies Institute**



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E. Indicate any federal or national funding applications/awards/grants during FY 2012:

ENTITY	APPLICATION SUBMITTED	AWARD/GRANT AMOUNT
National Endowment for the Arts	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____
National Trust for Historic Preservation	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____
Other – Specify:	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____
Other – Specify:	<input type="checkbox"/> Yes <input type="checkbox"/> No	\$ _____

SECTION VII: FY12 CHALLENGES/SUCCESSSES

- A.** Describe any challenges or issues encountered in the past year. Include the following if applicable: Technology, Administrative, Funding, and/or Other. Indicate if resolved or not.
- B.** Describe any successes or innovations that took place during FY12. Include the following if applicable: Technology, Administrative, Funding, and/or Other.

SECTION VIII: FY13 (JULY 1, 2012 – JUNE 30, 2013) GOALS AND WORK PLAN

- A.** List your district's FY13 goals.
- B.** Summarize your district's work plan.

SECTION IX: MSAC TECHNICAL ASSISTANCE

- A.** MSAC convenes Maryland's A&E Districts on an annual basis. Would it be helpful for you as an A&E Manager if these meetings occurred more often? ☐Yes ☐No
Indicate the reason you responded "Yes" or "No".
What topics would you like to see covered during these meetings?
- B.** What type of technical assistance workshops would serve to strengthen your A&E District?
- Board Development:
Financial Management:
Fundraising:
Funding Opportunities:
Other:

X. CERTIFICATION

I certify that all information contained in this report is true and accurate to the best of my knowledge.

Signature_____

Printed
Name_____

Title_____

Date_____

Appendix D—A&E District Websites

For reference purposes, the counties and websites for each A&E district (where available) can be found in Figure 10.

Figure 10: A&E District Websites

District	County	Website
Annapolis	Anne Arundel	http://www.annapolisarts.org/
Bel Air	Harford	http://www.belairartsandentertainment.org/
Berlin	Worcester	http://www.berlinmdarts.org/
Bethesda	Montgomery	http://www.bethesda.org/
Cambridge	Dorchester	http://www.cambridgemainstreet.com/
Cumberland	Allegany	http://www.alleganyartscouncil.org/static.php?page=208
Denton	Caroline	http://www.downtowndenton.com/ae.html
Elkton	Cecil	http://www.elktonalliance.org/arts/index.asp
Frederick	Frederick	http://www.downtownfrederick.org/
Frostburg	Allegany	http://www.alleganyartscouncil.org/static.php?page=210
Gateway	Prince George's	http://mygatewayarts.org/
Hagerstown	Washington	http://www.washingtoncountyarts.com/
Havre de Grace	Harford	http://www.havredegracearts.org/
Highlandtown	Baltimore City	http://www.highlandtownarts.com/
Salisbury	Wicomico	http://salisburyarts.com/
Silver Spring	Montgomery	http://silverspringdowntown.com/
Snow Hill	Worcester	http://www.snowhillmd.com/liveHere/maps.cfm
Station North	Baltimore City	http://www.stationnorth.org/
Wheaton	Montgomery	http://www.wheatonmd.org/

Source: MSAC